

Readership surveys of Connolly publications
in other cities are as follows:

	Read all or part	Read by others
CHICAGO	92.8	49.3
DETROIT	89.9	45.0
INDIANAPOLIS	88.0	46.1
DAYTON	86.9	54.8
TOLEDO	84.0	56.0

Most of these surveys were made after two or more years of publication but comparable results were shown in a readership test made by First National City Bank of New York after the mailing of three issues at intervals of 30 days.

From these surveys, the evidence is clear: Consumers are interested in subjects that are close to their pocketbooks and they will respond to skillfully written and edited publications.

There is also evidence of a large secondary readership in customer households.